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Amazon.com recommendations: item-to-item collaborativ

Linden, G. Smith, B. York, J.
Amazon;

Abstract
Recommendation algorithms are best known for their use on e-commerce Web sites, whe
about a customer's interests to generate a list of recommended items. Many applications
that customers purchase and explicitly rate to represent their interests, but they can also u
including items viewed, demographic data, subject interests, and favorite artists. At Amaz
recommendation algorithms to personalize the online store for each customer. The store i
based on customer interests, showing programming titles to a software engineer and bab
mother. There are three common approaches to solving the recommendation problem: tra
filtering, cluster models, and search-based methods. Here, we compare these methods w
which we call item-to-item collaborative filtering. Unlike traditional collaborative filtering, or
computation scales independently of the number of customers and number of items in the
algorithm produces recommendations in real-time, scales to massive data sets, and gene
recommendations.

Index Terms
Inspec

Controlled Indexing
Web sites electronic commerce information filters information retrieval real-ti
retail data processing

Non-controlled Indexing
Amazon.com recommendations Web sites cluster models customer interests
demographic data e-commerce item-to-item collaborative filtering massive da
online store product catalog real-time recommendation algorithms search-ba
methods

Author Keywords
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